

**MICHIGAN DEPARTMENT OF CIVIL SERVICE  
JOB SPECIFICATION**

**PROMOTIONAL AGENT**

**JOB DESCRIPTION**

Employees in this job complete or oversee a variety of professional marketing assignments to provide promotion in tourism, international and domestic trade, industry, business, recreational services, lottery, and other departmental programs.

There are four classifications in this job.

**Position Code Title – Promotional Agent-E**

Promotional Agent 9

This is the entry level. As a trainee, the employee carries out a range of professional promotional agent assignments while learning the methods of the work.

Promotional Agent 10

This is the intermediate level. The employee performs an expanding range of professional promotional agent assignments in a developing capacity.

Promotional Agent P11

This is the experienced level. The employee performs a full range of professional promotional agent assignments in a full functioning capacity. Considerable independent judgement is used to make decisions in carrying out assignments that have significant impact on services or programs. Guidelines may be available, but require adaptation or interpretation to determine appropriate courses of action.

**Position Code Title – Promotional Agent-ADV**

Promotional Agent 12

This is the advanced level. The employee may function as a lead worker or senior worker. At this level, employees are responsible for overseeing the work assignments of other professionals or have regular assignments, which have been recognized by Civil Service as having significantly greater complexity than those assigned at the experienced level in the series.

**NOTE:** Employees generally progress through this series to the experienced-level based on satisfactory performance and possession of the required experience.

**JOB DUTIES**

**NOTE:** The job duties listed are typical examples of the work performed by positions in this job classification. Not all duties assigned to every position are included, nor is it expected that all positions will be assigned every duty.

## **PROMOTIONAL AGENT**

### **PAGE No. 2**

Meets with federal, state and local officials or interested groups to promote marketing programs.

Plans and develops advertising, displays, literature and other promotional materials.

Initiates and implements programs and services to promote such specialized areas as tourism and the arts; low income housing; traffic safety; agricultural products, machinery and livestock, job services, workers' compensation insurance, etc.

Trains lender representatives to expedite loan portfolio packaging for prospective sellers to the state secondary market.

Solicits the cooperation of press, radio and television for the promotion of programs and services.

Contacts firms with interest in relocation or expansion; learns needs of such firms and promotes location in Michigan communities.

Matches site or plant requirements of industrial prospects with available facilities in suitable communities; arranges and attends meetings between the prospect and communities.

Formulates policies to promote and establish international trade programs for the sale of Michigan products, and the stimulation of foreign investment, consumer marketing and tourism programs.

Plans and coordinates programs to promote businesses for minorities or disadvantaged persons.

Participates in the development of lottery promotions, marketing efforts, and advertising programs.

Maintains records and prepares reports and correspondence related to the work.

May perform related essential functions appropriate to the class and other non-essential functions as required.

### **Additional Job Duties**

#### **Promotional Agent 12 (Lead Worker)**

Oversees the work of professional staff by making and reviewing work assignments, establishing priorities, coordinating activities, and resolving related work problems.

## **PROMOTIONAL AGENT**

**PAGE No. 3**

### **Promotional Agent 12 (Senior Worker)**

Performs on a regular basis professional promotional agent assignments, which are recognized by Civil Service as more complex than those assigned at the experienced level.

### **JOB QUALIFICATIONS**

#### **Knowledge, Skills, and Abilities**

**NOTE:** Some knowledge in the area listed is required at the entry level, developing knowledge is necessary at the intermediate level, considerable knowledge is required at the experienced level, and thorough knowledge is required at the advanced level.

Knowledge of business administration, methods and practices.

Knowledge of the production, manufacturing, and distribution requirements of major types of firms.

Knowledge of markets and principles of international or domestic trade.

Knowledge of the factors influencing the location of businesses and industry.

Knowledge of public relations and promotional methods and techniques.

Knowledge of state and federal laws, regulations and agreements relative to the work.

Knowledge of the types of informational media appropriate to the work.

Knowledge of outlets for services, products or commodities.

Knowledge of advertising methods and techniques.

Knowledge of community organizations and resources.

Knowledge of departmental services and programs.

Ability to establish and maintain effective working relationships with individuals, communities, and organizations.

Ability to represent the agency in business and governmental contacts at the state, national and international levels.

Ability to interpret and explain departmental services and programs.

Ability to maintain records, and prepare reports and correspondence related to the work.

## **PROMOTIONAL AGENT**

**PAGE No. 4**

Ability to communicate effectively with others.

Ability to maintain favorable public relations.

### **Additional Knowledge, Skills, and Abilities**

Promotional Agent 12 (Lead Worker)

Ability to organize and coordinate the work of others.

Ability to set priorities and assign work to other professionals.

### **Working Conditions**

Some jobs require travel.

### **Physical Requirements**

None.

### **Education**

Possession of any bachelor's degree.

### **Experience**

Promotional Agent 9

No specific amount or type is required.

Promotional Agent 10

One year of experience providing professional promotional agent services equivalent to a Promotional Agent in state service.

Promotional Agent P11

Two years of experience providing professional promotional agent services equivalent to a Promotional Agent in state service, including one year equivalent to a Promotional Agent 10.

Promotional Agent 12

Three years of experience providing professional promotional agent services equivalent to a Promotional Agent in state service, including one year equivalent to a Promotional Agent P11.

### **Special Requirements, Licenses, and Certifications**

None.

**NOTE:** Equivalent combinations of education and experience that provide the required knowledge, skills, and abilities will be evaluated on an individual basis.

**PROMOTIONAL AGENT**

**PAGE No. 5**

**JOB CODE, POSITION TITLES AND CODES, AND COMPENSATION INFORMATION**

<b><u>Job Code</u></b>	<b><u>Job Code Description</u></b>
PROMOAGT	Promotional Agent

<b><u>Position Title</u></b>	<b><u>Position Code</u></b>	<b><u>Pay Schedule</u></b>
Promotional Agent-E	PROMAGTE	NERE-174
Promotional Agent-E-PP	PROMAGTE	NERE-079P
Promotional Agent-A	PROMAGTA	NERE-180
Promotional Agent-A-PP	PROMAGTA	NERE-081P

ECP Group 2  
Rev  
JMR/VLWT